



# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

**Town Center Area Demographic Study**  
**4035 Broadway**  
**Grove City, OH 43123**

Site Type: Radius

Latitude: 39.881998  
 Longitude: -83.093858  
 Radius: 1.0 mile

## Top Tapestry Segments:

Rustbelt Retirees	38.9%
Rustbelt Traditions	15.7%
Great Expectations	12.9%
Main Street, USA	12.0%
Up and Coming Families	10.0%

## Demographic Summary

	2007	2012
Population	8,321	8,397
Households	3,479	3,529
Families	2,271	2,234
Median Age	36.3	36.8
Median Household Income	\$53,438	\$61,917

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	78	\$2,144.15	\$7,459,481
Men's	80	\$398.91	\$1,387,823
Women's	76	\$733.06	\$2,550,303
Children's	80	\$351.12	\$1,221,554
Footwear	68	\$347.89	\$1,210,322
Watches & Jewelry	88	\$173.29	\$602,872
Apparel Products and Services <sup>1</sup>	95	\$139.87	\$486,607
<b>Computer</b>			
Computers and Hardware for Home Use	85	\$187.25	\$651,454
Software and Accessories for Home Use	85	\$25.56	\$88,908
<b>Entertainment &amp; Recreation</b>	85	\$2,918.33	\$10,152,880
<b>Fees and Admissions</b>	90	\$547.80	\$1,905,782
Membership Fees for Clubs <sup>2</sup>	91	\$143.93	\$500,736
Fees for Participant Sports, excl. Trips	91	\$102.94	\$358,134
Admission to Movie/Theatre/Opera/Ballet	88	\$132.69	\$461,631
Admission to Sporting Events, excl. Trips	91	\$52.18	\$181,526
Fees for Recreational Lessons	89	\$116.05	\$403,755
<b>TV/Video/Sound Equipment</b>	87	\$1,011.42	\$3,518,724
Community Antenna or Cable Television	88	\$585.07	\$2,035,467
Color Televisions	86	\$118.82	\$413,386
VCRs, Video Cameras, and DVD Players	87	\$33.82	\$117,654
Video Cassettes and DVDs	84	\$51.22	\$178,204
Video Game Hardware and Software	86	\$28.17	\$98,017
Satellite Dishes	76	\$1.17	\$4,057
Rental of Video Cassettes and DVDs	85	\$50.78	\$176,657
Sound Equipment <sup>3</sup>	87	\$137.26	\$477,530
Rental and Repair of TV/Sound Equipment	88	\$5.10	\$17,752
Pets	83	\$364.89	\$1,269,442
Toys and Games	87	\$158.44	\$551,228
Recreational Vehicles and Fees <sup>4</sup>	77	\$351.01	\$1,221,160
Sports/Recreation/Exercise Equipment <sup>5</sup>	73	\$168.56	\$586,412
Photo Equipment and Supplies <sup>6</sup>	89	\$121.52	\$422,764
Reading <sup>7</sup>	92	\$194.70	\$677,368
<b>Food</b>	85	\$7,162.58	\$24,918,604
<b>Food at Home</b>	84	\$4,247.11	\$14,775,693
Bakery and Cereal Products	85	\$614.12	\$2,136,539
Meat, Poultry, Fish, and Eggs	83	\$1,098.77	\$3,822,638
Dairy Products	85	\$465.99	\$1,621,164
Fruit and Vegetables	85	\$741.83	\$2,580,815
Snacks and Other Food at Home <sup>8</sup>	85	\$1,326.40	\$4,614,537
<b>Food Away from Home</b>	86	\$2,915.47	\$10,142,911
Alcoholic Beverages	87	\$539.73	\$1,877,737
Nonalcoholic Beverages at Home	83	\$361.85	\$1,258,880



# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

Town Center Area Demographic Study

4035 Broadway

Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998

Longitude: -83.093858

Radius: 1.0 mile

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	103	\$1,536.41	\$5,345,183
Vehicle Loans	81	\$5,006.29	\$17,416,885
<b>Health</b>			
Nonprescription Drugs	86	\$105.20	\$366,007
Prescription Drugs	87	\$504.12	\$1,753,848
Eyeglasses and Contact Lenses	89	\$73.71	\$256,433
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	88	\$7,694.28	\$26,768,408
Maintenance and Remodeling Services	89	\$1,751.27	\$6,092,652
Maintenance and Remodeling Materials <sup>10</sup>	85	\$317.90	\$1,105,958
Utilities, Fuel, and Public Services	87	\$3,811.62	\$13,260,627
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	86	\$119.65	\$416,255
Furniture	87	\$558.46	\$1,942,896
Floor Coverings	89	\$80.31	\$279,394
Major Appliances <sup>12</sup>	84	\$246.32	\$856,951
Housewares <sup>13</sup>	80	\$83.75	\$291,365
Small Appliances	87	\$31.94	\$111,134
Luggage	90	\$9.28	\$32,293
Telephones and Accessories	73	\$34.77	\$120,974
<b>Household Operations</b>			
Child Care	89	\$374.54	\$1,303,012
Lawn and Garden <sup>14</sup>	85	\$378.26	\$1,315,959
Moving/Storage/Freight Express	79	\$41.97	\$146,008
Housekeeping Supplies <sup>15</sup>	86	\$666.90	\$2,320,162
<b>Insurance</b>			
Owners and Renters Insurance	88	\$423.74	\$1,474,184
Vehicle Insurance	85	\$1,246.64	\$4,337,048
Life/Other Insurance	88	\$561.70	\$1,954,154
Health Insurance	89	\$1,741.61	\$6,059,054
Personal Care Products <sup>16</sup>	85	\$399.96	\$1,391,460
School Books and Supplies <sup>17</sup>	86	\$103.95	\$361,646
Smoking Products	86	\$413.14	\$1,437,298
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	82	\$4,705.35	\$16,369,915
Gasoline and Motor Oil	82	\$1,670.88	\$5,812,975
Vehicle Maintenance and Repairs	84	\$890.45	\$3,097,865
<b>Travel</b>			
Airline Fares	87	\$357.19	\$1,242,654
Lodging on Trips	89	\$363.15	\$1,263,402
Auto/Truck/Van Rental on Trips	88	\$38.45	\$133,768
Food and Drink on Trips	88	\$413.85	\$1,439,768

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

Town Center Area Demographic Study  
4035 Broadway  
Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998  
Longitude: -83.093858  
Radius: 1.0 mile

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

**Town Center Area Demographic Study**  
**4035 Broadway**  
**Grove City, OH 43123**

Site Type: Radius

Latitude: 39.881998  
 Longitude: -83.093858  
 Radius: 2.0 mile

## Top Tapestry Segments:

Rustbelt Retirees	18.3%
Exurbanites	15.9%
Up and Coming Families	15.4%
Old and Newcomers	8.8%
Cozy and Comfortable	7.9%

## Demographic Summary

	2007	2012
Population	27,212	29,305
Households	10,622	11,455
Families	7,471	7,907
Median Age	37.4	38.1
Median Household Income	\$61,989	\$74,259

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	91	\$2,493.07	\$26,481,382
Men's	94	\$464.87	\$4,937,848
Women's	88	\$843.94	\$8,964,366
Children's	93	\$409.34	\$4,348,028
Footwear	80	\$404.48	\$4,296,382
Watches & Jewelry	104	\$205.45	\$2,182,262
Apparel Products and Services <sup>1</sup>	111	\$164.99	\$1,752,496
<b>Computer</b>			
Computers and Hardware for Home Use	101	\$220.89	\$2,346,290
Software and Accessories for Home Use	103	\$30.74	\$326,516
<b>Entertainment &amp; Recreation</b>	99	\$3,407.84	\$36,198,109
<b>Fees and Admissions</b>	105	\$640.41	\$6,802,427
Membership Fees for Clubs <sup>2</sup>	105	\$167.02	\$1,774,053
Fees for Participant Sports, excl. Trips	106	\$119.73	\$1,271,818
Admission to Movie/Theatre/Opera/Ballet	103	\$155.33	\$1,649,870
Admission to Sporting Events, excl. Trips	107	\$61.66	\$654,984
Fees for Recreational Lessons	105	\$136.67	\$1,451,702
<b>TV/Video/Sound Equipment</b>	100	\$1,159.49	\$12,316,107
Community Antenna or Cable Television	99	\$661.02	\$7,021,353
Color Televisions	102	\$140.48	\$1,492,131
VCRs, Video Cameras, and DVD Players	101	\$39.02	\$414,444
Video Cassettes and DVDs	99	\$59.97	\$636,966
Video Game Hardware and Software	100	\$32.97	\$350,213
Satellite Dishes	92	\$1.42	\$15,082
Rental of Video Cassettes and DVDs	100	\$59.80	\$635,221
Sound Equipment <sup>3</sup>	100	\$159.08	\$1,689,714
Rental and Repair of TV/Sound Equipment	99	\$5.74	\$60,983
Pets	97	\$428.50	\$4,551,516
Toys and Games	100	\$182.07	\$1,933,976
Recreational Vehicles and Fees <sup>4</sup>	95	\$434.24	\$4,612,486
Sports/Recreation/Exercise Equipment <sup>5</sup>	88	\$204.05	\$2,167,429
Photo Equipment and Supplies <sup>6</sup>	102	\$140.12	\$1,488,404
Reading <sup>7</sup>	103	\$218.96	\$2,325,764
<b>Food</b>	98	\$8,264.45	\$87,785,012
<b>Food at Home</b>	97	\$4,891.97	\$51,962,521
Bakery and Cereal Products	97	\$703.27	\$7,470,106
Meat, Poultry, Fish, and Eggs	96	\$1,266.70	\$13,454,869
Dairy Products	97	\$534.36	\$5,675,982
Fruit and Vegetables	98	\$857.35	\$9,106,820
Snacks and Other Food at Home <sup>8</sup>	98	\$1,530.29	\$16,254,744
<b>Food Away from Home</b>	100	\$3,372.48	\$35,822,491
Alcoholic Beverages	100	\$619.39	\$6,579,213
Nonalcoholic Beverages at Home	96	\$418.02	\$4,440,212



# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

**Town Center Area Demographic Study**  
**4035 Broadway**  
**Grove City, OH 43123**

Site Type: Radius

Latitude: 39.881998  
 Longitude: -83.093858  
 Radius: 2.0 mile

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	115	\$1,711.29	\$18,177,273
Vehicle Loans	97	\$5,966.63	\$63,377,581
<b>Health</b>			
Nonprescription Drugs	98	\$119.07	\$1,264,724
Prescription Drugs	96	\$553.76	\$5,882,013
Eyeglasses and Contact Lenses	100	\$83.55	\$887,495
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	105	\$9,125.68	\$96,932,934
Maintenance and Remodeling Services	103	\$2,030.47	\$21,567,658
Maintenance and Remodeling Materials <sup>10</sup>	98	\$368.08	\$3,909,708
Utilities, Fuel, and Public Services	99	\$4,348.78	\$46,192,711
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	101	\$140.75	\$1,495,014
Furniture	103	\$662.88	\$7,041,061
Floor Coverings	104	\$93.73	\$995,547
Major Appliances <sup>12</sup>	98	\$287.00	\$3,048,550
Housewares <sup>13</sup>	94	\$98.56	\$1,046,929
Small Appliances	98	\$36.18	\$384,342
Luggage	106	\$10.93	\$116,068
Telephones and Accessories	85	\$40.43	\$429,452
<b>Household Operations</b>			
Child Care	106	\$444.25	\$4,718,804
Lawn and Garden <sup>14</sup>	97	\$433.15	\$4,600,898
Moving/Storage/Freight Express	98	\$52.14	\$553,870
Housekeeping Supplies <sup>15</sup>	98	\$759.75	\$8,070,089
<b>Insurance</b>			
Owners and Renters Insurance	101	\$486.14	\$5,163,787
Vehicle Insurance	99	\$1,445.28	\$15,351,746
Life/Other Insurance	101	\$643.62	\$6,836,527
Health Insurance	98	\$1,929.61	\$20,496,316
Personal Care Products <sup>16</sup>	99	\$466.36	\$4,953,697
School Books and Supplies <sup>17</sup>	99	\$119.32	\$1,267,405
Smoking Products	95	\$457.80	\$4,862,738
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	97	\$5,557.11	\$59,027,619
Gasoline and Motor Oil	96	\$1,950.45	\$20,717,709
Vehicle Maintenance and Repairs	99	\$1,051.19	\$11,165,742
<b>Travel</b>			
Airline Fares	103	\$421.16	\$4,473,591
Lodging on Trips	103	\$420.76	\$4,469,357
Auto/Truck/Van Rental on Trips	106	\$46.06	\$489,280
Food and Drink on Trips	102	\$480.53	\$5,104,165

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

Town Center Area Demographic Study  
4035 Broadway  
Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998  
Longitude: -83.093858  
Radius: 2.0 mile

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

**Town Center Area Demographic Study**  
**4035 Broadway**  
**Grove City, OH 43123**

Site Type: Radius

Latitude: 39.881998  
 Longitude: -83.093858  
 Radius: 3.0 mile

## Top Tapestry Segments:

Up and Coming Families	22.6%
Aspiring Young Families	13.2%
Milk and Cookies	13.1%
Exurbanites	12.8%
Rustbelt Retirees	11.1%

## Demographic Summary

	2007	2012
Population	47,789	52,493
Households	18,219	20,117
Families	13,017	14,090
Median Age	35.9	36.5
Median Household Income	\$63,038	\$75,748

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	91	\$2,509.06	\$45,712,555
Men's	94	\$467.88	\$8,524,294
Women's	87	\$836.85	\$15,246,644
Children's	96	\$422.05	\$7,689,383
Footwear	80	\$407.34	\$7,421,328
Watches & Jewelry	106	\$208.64	\$3,801,202
Apparel Products and Services <sup>1</sup>	112	\$166.29	\$3,029,704
<b>Computer</b>			
Computers and Hardware for Home Use	103	\$225.51	\$4,108,579
Software and Accessories for Home Use	106	\$31.83	\$579,830
<b>Entertainment &amp; Recreation</b>	101	\$3,452.83	\$62,907,104
<b>Fees and Admissions</b>	106	\$643.72	\$11,727,919
Membership Fees for Clubs <sup>2</sup>	105	\$165.96	\$3,023,635
Fees for Participant Sports, excl. Trips	106	\$120.46	\$2,194,618
Admission to Movie/Theatre/Opera/Ballet	104	\$156.02	\$2,842,480
Admission to Sporting Events, excl. Trips	109	\$62.72	\$1,142,719
Fees for Recreational Lessons	106	\$138.56	\$2,524,467
<b>TV/Video/Sound Equipment</b>	100	\$1,166.32	\$21,249,120
Community Antenna or Cable Television	98	\$656.96	\$11,969,115
Color Televisions	105	\$144.16	\$2,626,360
VCRs, Video Cameras, and DVD Players	102	\$39.57	\$720,979
Video Cassettes and DVDs	101	\$61.50	\$1,120,396
Video Game Hardware and Software	103	\$33.84	\$616,601
Satellite Dishes	97	\$1.49	\$27,152
Rental of Video Cassettes and DVDs	104	\$61.99	\$1,129,374
Sound Equipment <sup>3</sup>	102	\$161.16	\$2,936,162
Rental and Repair of TV/Sound Equipment	98	\$5.65	\$102,981
Pets	99	\$435.09	\$7,926,890
Toys and Games	102	\$185.03	\$3,371,070
Recreational Vehicles and Fees <sup>4</sup>	100	\$455.56	\$8,299,830
Sports/Recreation/Exercise Equipment <sup>5</sup>	92	\$211.19	\$3,847,705
Photo Equipment and Supplies <sup>6</sup>	103	\$141.75	\$2,582,560
Reading <sup>7</sup>	101	\$214.17	\$3,902,010
<b>Food</b>	99	\$8,322.57	\$151,628,981
<b>Food at Home</b>	98	\$4,921.97	\$89,673,318
Bakery and Cereal Products	98	\$704.53	\$12,835,917
Meat, Poultry, Fish, and Eggs	97	\$1,276.09	\$23,249,100
Dairy Products	97	\$536.12	\$9,767,588
Fruit and Vegetables	98	\$860.66	\$15,680,374
Snacks and Other Food at Home <sup>8</sup>	99	\$1,544.56	\$28,140,339
<b>Food Away from Home</b>	100	\$3,400.61	\$61,955,663
Alcoholic Beverages	100	\$615.15	\$11,207,440
Nonalcoholic Beverages at Home	97	\$421.89	\$7,686,360





# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

Town Center Area Demographic Study

4035 Broadway

Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998

Longitude: -83.093858

Radius: 3.0 mile

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	110	\$1,634.92	\$29,786,610
Vehicle Loans	102	\$6,256.71	\$113,990,956
<b>Health</b>			
Nonprescription Drugs	97	\$118.44	\$2,157,939
Prescription Drugs	93	\$539.16	\$9,823,004
Eyeglasses and Contact Lenses	99	\$82.65	\$1,505,840
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	108	\$9,435.59	\$171,907,079
Maintenance and Remodeling Services	102	\$2,010.52	\$36,629,657
Maintenance and Remodeling Materials <sup>10</sup>	100	\$373.96	\$6,813,157
Utilities, Fuel, and Public Services	100	\$4,367.58	\$79,572,948
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	103	\$143.09	\$2,606,924
Furniture	106	\$679.72	\$12,383,770
Floor Coverings	103	\$93.50	\$1,703,526
Major Appliances <sup>12</sup>	99	\$290.86	\$5,299,246
Housewares <sup>13</sup>	95	\$100.12	\$1,824,119
Small Appliances	97	\$35.70	\$650,347
Luggage	107	\$11.01	\$200,506
Telephones and Accessories	85	\$40.30	\$734,280
<b>Household Operations</b>			
Child Care	111	\$466.69	\$8,502,639
Lawn and Garden <sup>14</sup>	96	\$430.56	\$7,844,287
Moving/Storage/Freight Express	101	\$54.04	\$984,645
Housekeeping Supplies <sup>15</sup>	99	\$760.70	\$13,859,111
<b>Insurance</b>			
Owners and Renters Insurance	103	\$495.21	\$9,022,257
Vehicle Insurance	100	\$1,463.42	\$26,661,981
Life/Other Insurance	100	\$641.14	\$11,680,918
Health Insurance	96	\$1,895.78	\$34,539,284
Personal Care Products <sup>16</sup>	100	\$473.51	\$8,626,903
School Books and Supplies <sup>17</sup>	100	\$121.00	\$2,204,565
Smoking Products	93	\$447.12	\$8,145,989
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	100	\$5,719.51	\$104,203,721
Gasoline and Motor Oil	98	\$1,992.96	\$36,309,652
Vehicle Maintenance and Repairs	101	\$1,073.51	\$19,558,220
<b>Travel</b>			
Airline Fares	104	\$423.74	\$7,720,089
Lodging on Trips	102	\$418.32	\$7,621,343
Auto/Truck/Van Rental on Trips	107	\$46.67	\$850,344
Food and Drink on Trips	102	\$482.13	\$8,784,011

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.





# Retail Goods and Services Expenditures

Prepared by: Grove City Department of Development

Town Center Area Demographic Study  
4035 Broadway  
Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998  
Longitude: -83.093858  
Radius: 3.0 mile

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.